APPENDIX A: Provincial Government Strategic Directions

Strategic directions are the articulation of desired physical, social or economic outcomes and normally require action by more than one Government entity. These directions are normally communicated by Government through platform documents, Throne and Budget Speeches, policy documents and other communiqués. The *Transparency and Accountability Act* requires all public bodies, such as the Provincial Advisory Council on the Status of Women, to take into account these strategic directions in the preparation of their performance-based plans. This will facilitate the integration of planning practices across Government and ensure that all entities are moving forward on key commitments.

Current Government directions related to advancing the status of women are Violence Prevention, Women in Leadership and Decision Making, Skilled Trades, Women's Earned Income and Employment, and Women's Economic and Social Equality. Each strategic direction has an outcome and a number of components or focus areas.

The overall mandate of the Advisory Council is to advise Government on all issues affecting the status of women. As such, it is anticipated the Advisory Council will address the components of the following broad Government strategic directions through the day-to-day work and planning processes in 2011-2014.

Title: Violence Prevention
Outcome: Reduced Violence

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction Addressed:		
		in the entity's business plan	in the entity's operational plan	in the branch/ divisional work plans of the entity
Curb violence affecting Aboriginal women	•			
Continue to implement the Violence Prevention Initiative six-year plan, with its strategic priorities of: (i) increasing awareness and attitudinal change; (ii) increasing community participation; (iii) improving legislation, policy, programs, services, information and facilities; (iv) supporting Aboriginal women and children and addressing elder abuse; (v) enhancing research and development; (vi)improving leadership, coordination and accountability	•			
Improving Safe and Caring Schools Policy and procedures	•			
Promote respect and cultivate self esteem among students	•			
Support for Transition Houses where women in fear of their safety can find refuge	•			

Title: Women's Earned Income and Employment
Outcome: Reduced Gender Wage Gap

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction Addressed:		
		in the entity's business plan	in the entity's operational plan	in the branch/ divisional work plans of the entity
Develop and implement a communications strategy to promote women in occupational areas including entrepreneurship where they are currently under-represented	•			
Continue to work collaboratively to increase the participation of women in skilled trades and professions in Newfoundland and Labrador		•		
A qualified skilled workforce to meet the provinces skilled labour demands with intervention in : a) implementation of the recommendations of the skilled task force report; b) post secondary programs; c) Women's participation; d) apprenticeship opportunities; e) youth participation	•			
Collaborate with industry partners and provide incentives so more graduates can work as apprentices	•			
Enforce employment equity requirements for Hibernia South and Hebron as well as the Lower Churchill project to enable women to advance in all sorts of non-traditional occupations, from engineering, to skilled trades, from law enforcement to corrections and in positions of leadership	•			

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction Addressed:		
		in the entity's business plan	in the entity's operational plan	in the branch/ divisional work plans of the entity
$540 million dollars a year in labour and business income during the construction phase of the Lower Churchill Project with Innu and Labradorians having first priority for employment and Innu for business opportunities	•			
Iron Ore Company of Canada is continuing its half-billion dollar expansion and two new mines in northwest Labrador	•			

Title: Women's Economic and Social Equality
Outcome: Improve government's knowledge and analysis of policy impacts on women

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction Addressed:		
		in the entity's business plan	in the entity's operational plan	in the branch/ divisional work plans of the entity
develop strategies to enhance individual departments' participation in advancing the status of women	•			
explore innovative ways to ensure women share more equitably in social and economic benefits		•		
increase Women's Centre funding by 5% a year	•			

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction Addressed:		
		in the entity's business plan	in the entity's operational plan	in the branch/ divisional work plans of the entity
help Aboriginal women become empowered to influence public policy, programs and legislation in ways that will improve the quality of their lives		•		
moving forward to develop a comprehensive child care strategy for NL so more families will have opportunities to make balanced choices	•			
unveil and put in action a strategy for the Inclusion of Persons with Disabilities	•			
further investments to make affordable housing even more accessible to many	•			
government will continue through the Northern Strategic Plan for Labrador to open up new economic opportunities while ensuring the social and infrastructure needs of the region receive priority attention	•			

Title: Women in Leadership and Decision Making
Outcome: Increase women's participation in leadership and decision making positions

Components of Strategic Direction	Applicable to Other Entities Reporting to the Minister	This Direction Addressed:		
		in the entity's business plan	in the entity's operational plan	in the branch/ divisional work plans of the entity
promote and support women in standing for elected office		•		
identify and address barriers to representation by women in elected positions	•			
develop and implement a communication strategy to encourage women's participation in leadership and decision making positions	•			

APPENDIX B: Advisory Council Member Biographies

Linda Ross, President/CEO, holds an Honours B.Sc. in Biology from the University of Waterloo. She has held the position of President/CEO of the Provincial Advisory Council on the Status of Women, Newfoundland and Labrador since May 2009. Previous to this, Linda spent 24 years working in the field of international development focusing on the area of gender and development with particular emphasis on the social and economic exclusion of women. Her work has involved travel in Central and South America, Africa and Asia. Linda has extensive experience in gender based analysis and been involved in the development of organizational gender action plans. She has a history of leadership and experience in dealing with issues that affect women on a local and global scale. Linda has and continues to be actively engaged on the Boards of Directors of numerous community based organizations. Linda resides with her family in St. John's.

Carolyn Lavers, Vice President is an Economic Development Officer with the provincial Department of Innovation Trade and Rural Development in Port au Choix. She is a small business entrepreneur and worked with the former Women's Enterprise Bureau. Carolyn has served on the boards of several local business development boards and other community agencies. She is also deeply concerned about issues related to violence, rural child care solutions, women's employment and women in leadership. She brings great dedication and insight to our work. Carolyn lives in Port au Choix.

Mary Pia Benuen was born and raised in Sheshatshiu, Labrador. Through hard work and many sacrifices, Mary Pia was the first Innu woman to become a nurse. She is a true community leader, involved in health promotion, facilitating workshops, and community research. She sits on a number of community advisory groups. Mary Pia volunteers with the Family Resource Centre and is always willing to go that "extra mile" with families who are experiencing hardships, including providing emotional support when suicide or death occur. Mary Pia and her beautiful daughter live in Sheshatshiu.

Stephanie Flowers is an Aboriginal woman originally from the community of Rigolet, on the north coast of Labrador. She obtained her bachelor's degree in Psychology from Saint Mary's University in 2005. Currently she is working as a Project Coordinator with the Mokami Status of Women Council, but has also worked with the Canadian Paraplegic Association as an Employment Counsellor. Stephanie was a board member for 5 years with Lake Melville Community Employment, an organization supporting individuals with developmental delays to obtain and maintain meaningful employment. She is deeply passionate about working with women and would like to expand her education and advocacy into maternal health. She currently resides with her family in Happy Valley.

Yamuna Kutty is the President of the Multicultural Women's Organization of Newfoundland and Labrador. She has also served on the St. John's Status of Women Council, the National Action Committee on the Status of Women, and the National Organization of Immigrant and Visible Minority Women of Canada. Yamuna is involved with numerous projects and initiatives. She brings critical perspectives about lives of immigrant and refugee women to our work, along with a warm and caring heart. She has an extremely busy volunteer schedule. Yamuna and her family live in St. John's.

Michelle Murdoch is a determined feminist with a disability. She is a past Chair of the Independent Living Resource Centre (ILRC), a cross-disability service organization. Michelle earned her Master's in Women's Studies from Memorial University. As part of her program, she completed a participatory action research project about women with disabilities and employment. Her interests extend across a broad range of social justice issues, including poverty, employment and education. She is keenly analytical and always ready to ask the important questions. Michelle and her family live in St. John's.

Kelly Power is currently the director of the Carpenter Millwrights' College in Paradise. She has actively promoted skilled trades to women and encouraged partnerships with organizations to attract women to the construction industry. Kelly is very passionate about ensuring the success of female apprentices and works closely with them to help mediate barriers in training and employment. Kelly has been involved with the Federation of Labour, Education Committee and with the Department of Innovation, Trade and Rural Development, Strategic Partnership Innovation Committee. Kelly is originally from Hermitage and currently lives with her family in Paradise.

Hilda Whelan was recently involved in fighting for women's rights in a case involving surviving spouses and the Worker's Health and Safety Compensation Commission. Hilda solely represented and fought for all widows involved in the case for fifteen years, winning an important victory for women's equality. She is a strong advocate, concerned about a wide variety of issues affecting women, including violence and access to child care. Hilda brings the realities of rural women to the work of the Advisory Council. She is determined to continue to make a difference. Hilda and her family live in Whitbourne.

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